NAVY RECRUITING COMMAND

SEEKING THE "BEST AND BRIGHTEST"

Revised 18 April, 2012

The Navy Recruiting Organization
50 States, Europe, and Asia

Two Regions, 26 Districts, 1,459 Stations, 65 MEPS, NORU, Career Info Teams (2), and Reserve Unit. Recruiting stations also in Guam, Japan, Puerto Rico, London, Germany, and Italy

Average Recruiter Breakdown

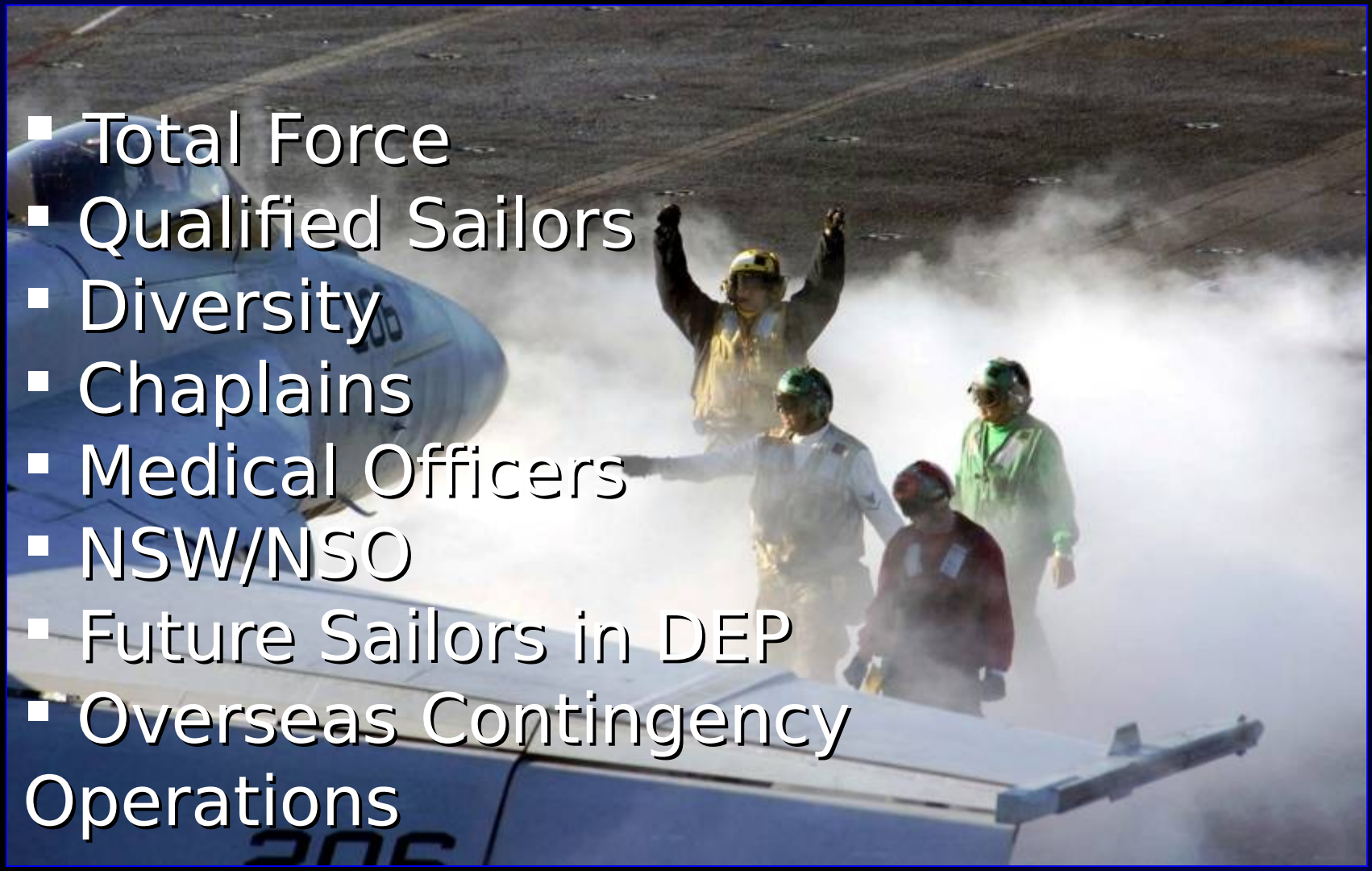
Enlisted recruiters (as of April 2012)

- 3,183 active enlisted recruiters
- 481 reserve enlisted recruiters

Officer recruiters (as of April 2012)

- 181 active officer recruiters
- 141 enlisted officer recruiters
- 163 reserve officer recruiters

Our Objectives



- Total Force
- Qualified Sailors
- Diversity
- Chaplains
- Medical Officers
- NSW/NSO
- Future Sailors in DEP
- Overseas Contingency Operations

Navy Enlistment Policy

- 95% High School Diploma Graduates
- 70% Above average score on the
  Armed Forces Qualification Test (AFQT)
- 0% in CAT IV (30 or less on the AFQT)
- Must meet additional standards for rating
- Must pass Navy physical fitness and body fat standards
- Must have no significant history of drug use
- Must be drug free at time of enlistment
- Must not have significant or offensive
  tattoos and no tattoos above the shirt collar
- Must not have sole custody of dependents
- Must have no significant legal issues and no issues outstanding

Looking Forward…

- Fiscal Year (FY) 2012 Active Component (AC) mission accession number is set at 35,506 enlisted and 1,709 officer.
- Reserve Component (RC) mission accession number is set at

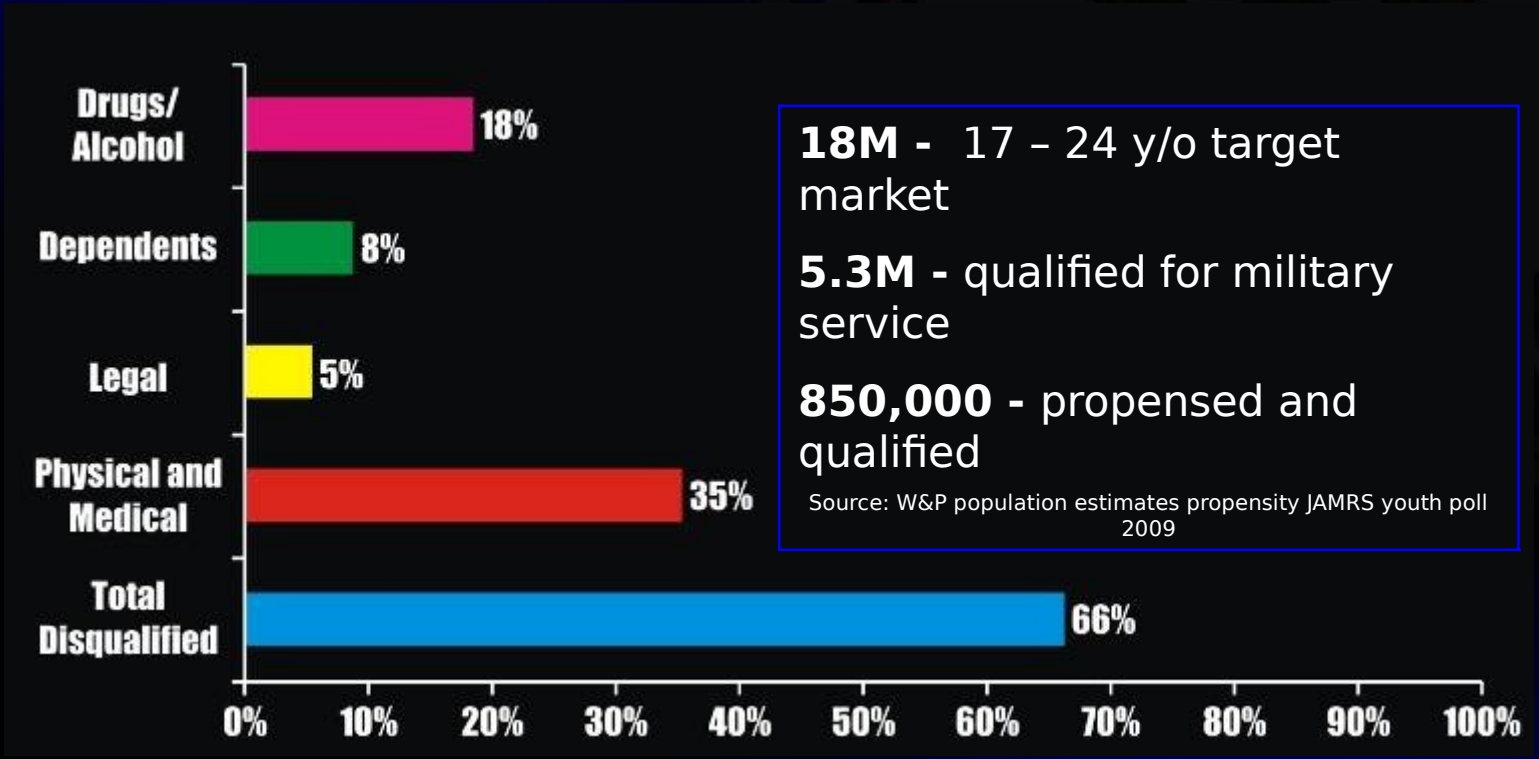
Recruiting Remains Challenging

Findings indicate four major recruiting challenges:

- Decrease in qualified potential recruits
- Personal propensity
  - Combat support operations
  - Immigration debate
- Decrease in influencers
- Fluctuating national unemployment rate
  - Affects all recruiting resources

Non-Prior Service Recruiting Market

Two-thirds of target market does not qualify for Navy service.



18M - 17 – 24 y/o target market

5.3M - qualified for military service

850,000 - propensed and qualified

Source: W&P population estimates propensity JAMRS youth poll 2009

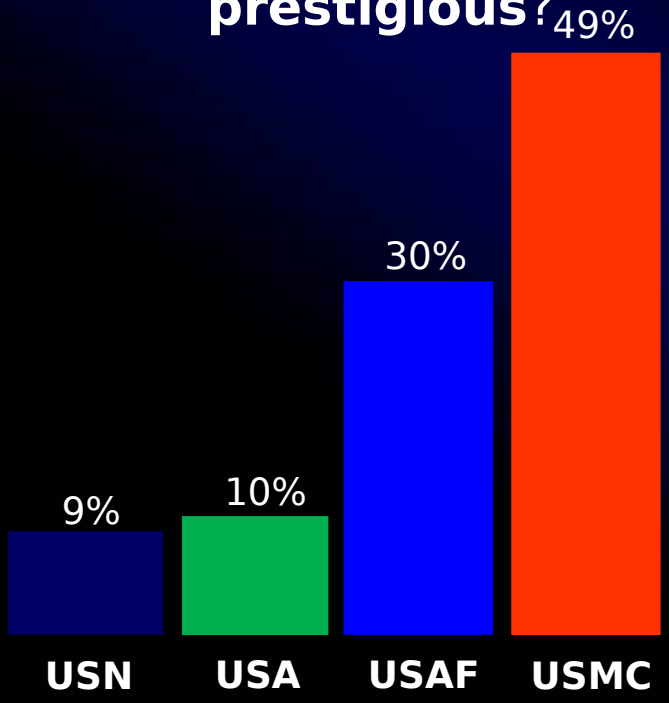
Source: Lewin Group Study for disqualifying factors.

It is not enough to just recruit those propensed … Navy Recruiters must interest the non-propensed.

Knowing Our Battlefield

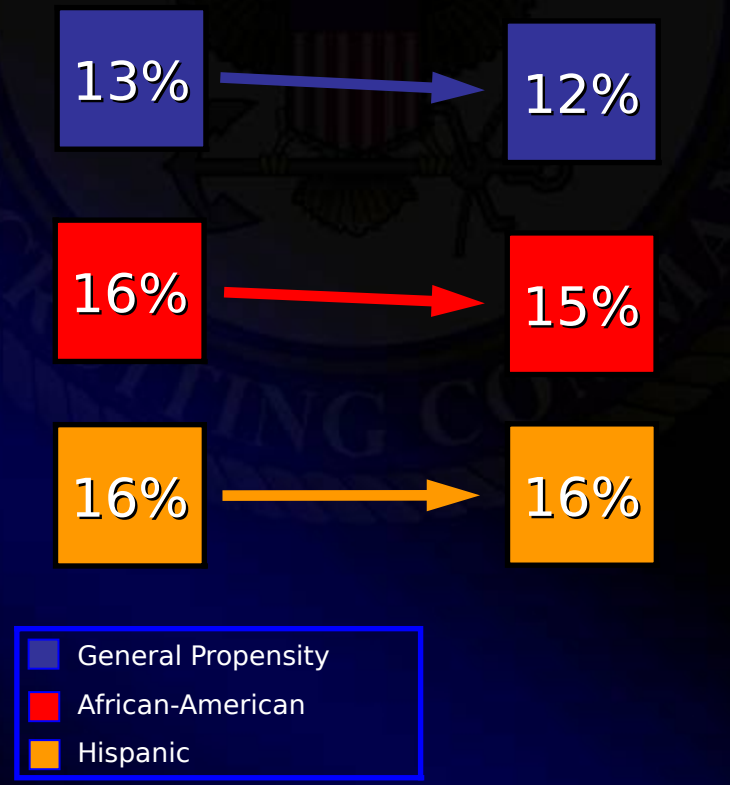
Navy's Public Image

Public opinion poll: Which military branch is **most prestigious**?



Source: Gallup Panel Military Perceptions Study

Challenging Youth Propensity



Source: DoD Youth Poll

Propensity and Influencer Support

- Over the past few years, propensity has fallen in almost all recruiting categories
  - Hispanics are the fastest growing market, yet propensity to serve is low
- Influencers of youth (Dads, Moms, and Grandparents) are not as eager to recommend military service
- The drop has been most significant among fathers and grandfathers

Influencer's Role

Navy Recruiting success is due to the support we receive from citizens who influence young Americans including:

- Parents and siblings
- Educators, veterans, and youth workers
- Friends of the Navy (FON) organizations such as:
  - The Navy League
  - Fleet Reserve Association
  - Navy Club of the USA

Centers of Influence (COIs) are vital to the future of our Navy

Education, war, and a shrinking veterans pool are some of the major concerns of today's influencers

What can you, as an influencer, do to help?

- Talk to everyone. Share your knowledge and experience with students, peers, and local organizations.
- Contact a local recruiter in your area and offer your assistance. They are an invaluable resource.
- Help recruit quality today and build for the future.

Ready for the Challenge

- Navy Recruiting Command stands ready to meet the challenges of the future
- Achieve Fit – Right person, right job, at the right time
- Communication is key
- Connect to the market through the Navy Brand and Social Media
- Use information technology to help our Future Sailors
- “Influencer” help = Recruiting success

Contact

1-800-USA-NAVY
(1-800-872-6289)
www.navy.com
www.elnavy.com
www.facebook.com/NavyRecruiting

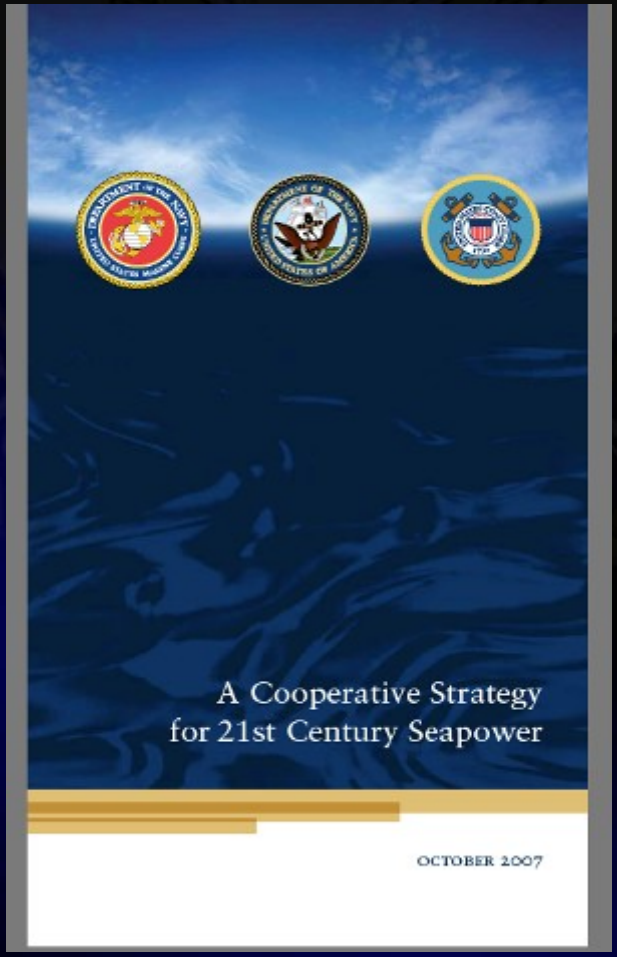
- **End**
- **Backup Slides to follow**

Navy Recruiting Acronyms

- **AFQT -** Armed Forces Qualification Test
- **BOY DEP -** Beginning of Year DEP
- **DEP -** Delayed Entry Program
- **FMAM -** February-March-April-May – Tough Recruiting Months
- **IRR -** Inactive Ready Reserve
- **JAMRS -** Joint Advertising Market Research and Studies
- **MEPS -** Military Entrance Processing Station
- **NAT -** New Accession Training – Non-Prior Service Reservists (previous NPSB)
- **NORS -** Navy Officer Recruiting Station
- **NOSC -** Naval Operational Support Center
- **NRD -** Navy Recruiting District
- **NRS -** Navy Recruiting Station
- **PST -** Physical Screening Test
  (Physical Fitness Test required for Special Operations Program)
- **RTC -** Recruit Training Command
- **SPECWAR -** Special Warfare
- **WIN-R -** Women In Non-Traditional Ratings

Articulate Navy's Mission

The mission of the Navy is to maintain, train, and equip combat-ready Naval forces capable of winning wars, deterring aggression and maintaining freedom of the seas.



Maritime Strategy Core Capabilities

- Forward Presence
- Deterrence
- Sea Control
- Power Projection
- Maritime Security
- Humanitarian Assistance & Disaster Response

Forward Presence

PERSIAN GULF As part of USS Ronald Reagan and embarked Carrier Air Wing One Four's maiden deployment in the Persian Gulf, the "Black Knights" of Helicopter Anti-Submarine Squadron Four prepare to test fire a .50 caliber aircraft machine gun from an HH-60H Seahawk Helicopter. The mission involves continued Maritime Security Operations and participation in the ongoing global war on terrorism. To learn more about Navy efforts around the world, go to americasnavy.com

AMERICA'S NAVY

A GLOBAL FORCE FOR GOOD.

WHEN THE WORLD CALLS ON AMERICA,
AMERICA CALLS ON US.
PACIFIC OCEAN The USS Abraham Lincoln Strike Group patrols the Atlantic. Our fleet is forward-deployed and always ready for action. No matter where. No matter when.
To learn more about Navy efforts around the world, go to americasnavy.com
AMERICA'S
NAVY
A GLOBAL FORCE FOR GOOD.

Deterrence

SLEEP TIGHT.
The 355,000 men and women of the U.S. Navy don't take freedom for granted. They work around the clock and around the globe to protect it.
To learn more about Navy efforts around the world, go to americasnavy.com
AMERICA'S
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A GLOBAL FORCE FOR GOOD.

Sea Control

BECAUSE PEACE DOES NOT PRESERVE ITSELF.
For more than 200 years the United States Navy has been there. For America. For the world. Whether it's providing humanitarian and disaster relief, or protecting those who can't protect themselves, the United States Navy does whatever it takes, wherever it takes us. To learn more about Navy efforts around the world, go to americasnavy.com
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A GLOBAL FORCE FOR GOOD.

ATLANTIC OCEAN The Iwo Jima Expeditionary Strike Group (ESG) maintains sea control in the Atlantic. This enables other Navy ships to operate freely and keeps vital waterways open for commercial freight traffic. To learn more about Navy efforts around the world, go to americasnavy.com

AMERICA'S NAVY

A GLOBAL FORCE FOR GOOD.

Power Projection

SOMETIMES WE RUSH IN AFTER THE STORM.
SOMETIMES WE ARE THE STORM.
THE UNITED STATES NAVY Our mission is simple. We go wherever we're needed and we do whatever needs to be done to keep the world safe and peaceful. From rescue and supply missions during natural disasters like Hurricane Katrina, to protecting the safety and security of those who can't protect themselves, the Navy answers the call. To learn more about Navy efforts around the world, go to americasnavy.com
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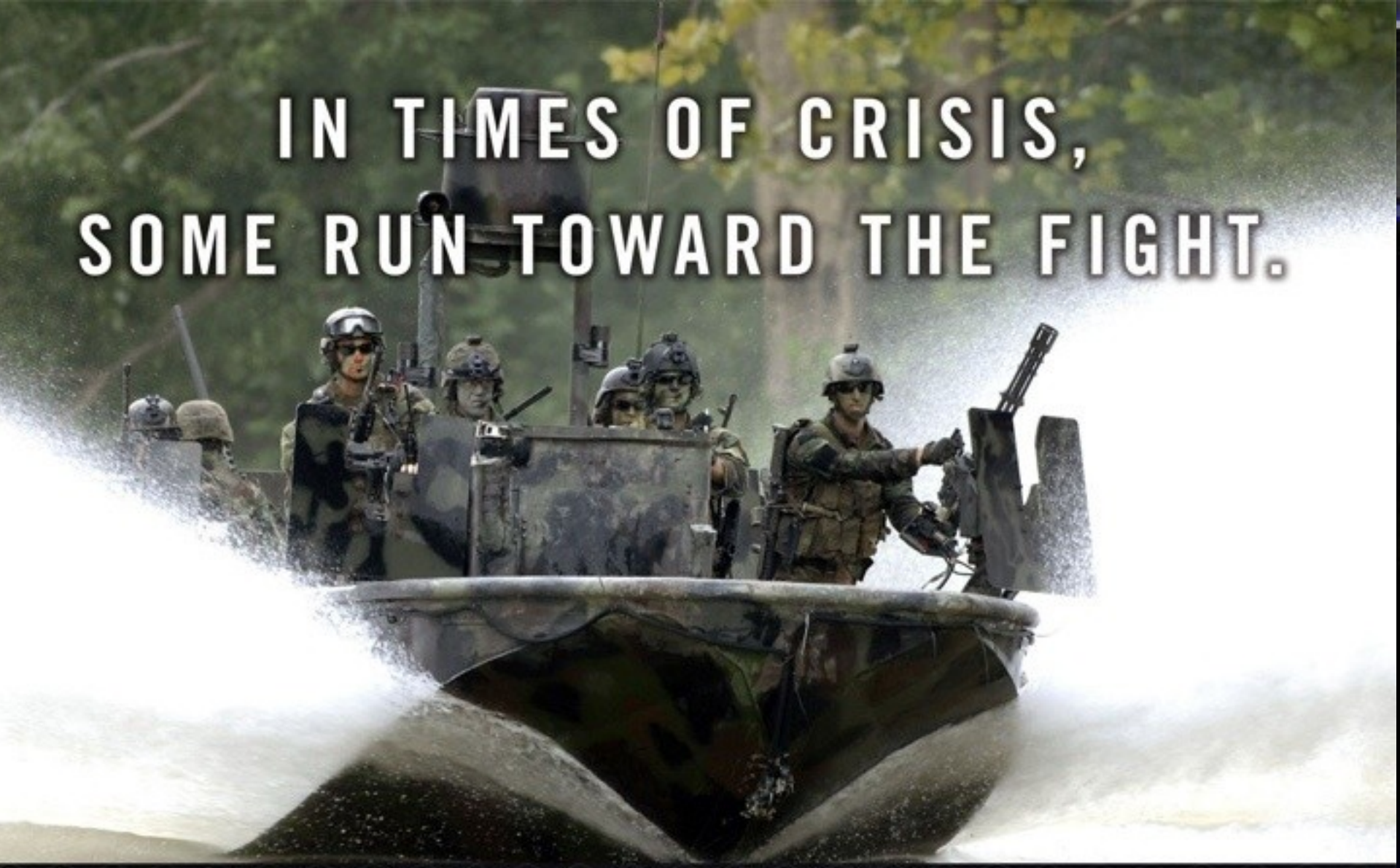
A GLOBAL FORCE FOR GOOD.



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Maritime Security

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AMERICA'S NAVY

A GLOBAL FORCE FOR GOOD.

INDIAN OCEAN The USS Winston S. Churchill tails a pirate ship in open water. Billions of dollars in freight is transported by sea. Keeping it safe from pirates is one of the ways we protect your freedom. To learn more about Navy efforts around the world, go to americasnavy.com

AMERICA'S
NAVY
A GLOBAL FORCE FOR GOOD.

Humanitarian & Disaster Relief

AFRICA The USS Fort McHenry took part in the Africa Partnership Station (APS), an initiative designed to contribute to maritime security and safety in the region. It's just one more example of how we do whatever it takes, wherever it takes us. To learn more about Navy efforts around the world, go to americasnavy.com

AMERICA'S NAVY

A GLOBAL FORCE FOR GOOD.

IMPROVING HEALTH,
LIVING CONDITIONS AND OPINIONS
WHEREVER IT GOES.
THAILAND The USS Mercy helped deliver Project Handclasp donations, which included toys, hygiene products and school supplies. It's just a part of the United States Navy's mission to promote safety and security to all points on the globe. To learn more about Navy efforts around the world, go to americasnavy.com
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A GLOBAL FORCE FOR GOOD.

Recruiting To Fit

MALAYSIA USNS MERCY The ability to zero in on a target and destroy it. It's just as important in an operating room as it is on the battlefield. America's Navy has thousands of highly-skilled Medical Officers who are making a difference in the lives of those less fortunate every day. To learn more about Navy efforts around the world and how you can help, go to americasnavy.com

AMERICA'S NAVY

A GLOBAL FORCE FOR GOOD.

UNITED STATES **NAS FALLON, NEVADA** With a max speed of 1200 mph and unparalleled maneuverability, you could say the F/A 18 has no limits. The same holds true for women who choose a career in America's Navy. From Top Gun Fighter Pilot to Nuclear Engineer, the Navy offers dozens of opportunities that allow determined women to truly soar. To learn more about Navy efforts around the world and how you can help, go to americasnavy.com

AMERICA'S NAVY

A GLOBAL FORCE FOR GOOD.

IRAQ AL-BASRA If there's one thing terrorists hate to see between them and the oil platform they planned to destroy, it's a boat full of Navy SEALs. America's Navy is always working to protect our freedoms. To learn more about Navy efforts around the world, go to americasnavy.com

AMERICA'S NAVY

A GLOBAL FORCE FOR GOOD.

IT'S AMAZING HOW SOMETHING
AS SMALL AS AN ATOM CAN POWER
AN IDEA AS BIG AS FREEDOM.
PACIFIC OCEAN SOUTH CHINA SEA Spreading freedom across the globe requires tremendous amounts of energy. As a Nuclear Propulsion Engineer in America's Navy, it's your job to be sure there's plenty available. To learn more about Navy efforts around the world and how you can help, go to americasnavy.com.
AMERICA'S NAVY
A GLOBAL FORCE FOR GOOD.

SAN DIEGO, CA Navy Reservists in Helicopter Sea Combat Squadron (HSC) 85 came to the aid of San Diego fire fighters. They unleashed 420 gallons of water at a time from specially equipped MH-60S helicopters. To learn more about Navy efforts around the world and how you can help, go to americasnavy.com

AMERICA'S
NAVY
RESERVE
A GLOBAL FORCE FOR GOOD.

What can you do to help?

- Share your knowledge and experience with students, peers, and local organizations.
- Contact a local recruiter and offer your assistance in sharing our Navy's message.

Ready for the Challenge

- Navy Recruiting Command stands ready to meet the challenges of the future
- Communication is key
- Your help = Recruiting success

- **Backup**

Contact

1-800-USA-NAVY
(1-800-872-6289)
www.navy.com or www.elnavy.com
www.facebook.com/NavyRecruiting
www.facebook.com/USNavyLife

Resources

- www.cnrc.navy.mil
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- www.navy.mil/maritime
- www.navy.mil/navco